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**JANUARY 1954**  
**New Year's Issue**



*The pieces must fit together on each farm.*



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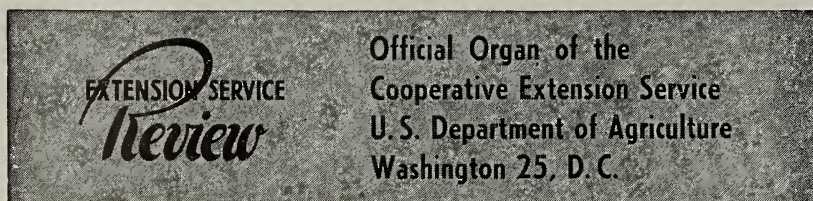
• A new year—1954—and what is the shape of things to come? One thing sure is that it will be based on what went on in 1953. The year just past featured changing policies, changing leaders, changing times. It was a time to take stock, to evaluate, and to plan. What is coming out of it for 1954?

• This New Year's issue is an effort to highlight what seems to be on the horizon in the judgment of some extension leaders, and what some county extension agents think about it. As the picture becomes clearer, more will be carried on these pages to keep all extension workers up to date on Extension Service developments.

• A new year with its new challenges means more and better-trained agents. So February will feature training. Sam Cashman, Ohio county agricultural agent, tells how he managed to take a year off for an advanced degree and chose work that fitted his own county problems and interests. Nelle Thrash, Georgia home demonstration agent, tells what she got out of visiting other counties to study leadership training methods under the Grace Frysinger Fellowship.

• Mississippi has just completed a series of conferences on farm and home planning techniques, which will be reported. The latest on fellowships, scholarships, and regional summer schools available to extension workers will be included.

• If you don't know where to go, read what four persons, each of whom attended one of the regional summer schools last year, have to say about their experiences. Or if you can't find the time and funds for such courses, read about agents in Michigan and Vermont who got more training and stayed at home on the job.



VOL. 25

JANUARY 1954

NO. 1

Prepared in Division of Extension Information

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 8, 1952). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.



Secretary Benson

# The Role of Extension

**EZRA TAFT BENSON**  
*Secretary of Agriculture*

(Excerpts from a talk given at the National Association of County Agricultural Agents meeting in Philadelphia, Pa., October 12, 1953)

I AM informed that over 4½ million farm families are now working with the Cooperative Extension Service and the land-grant colleges in the task of putting the latest scientific research into practice on American farms. Extension now reaches about 85 percent of all the farm families in the Nation. I am proud of this record and I know you are too.

Yet we must realize that there is still much more to be done. We must reach the other 15 percent of farm families, and we must do an even better job for the 85 percent now being assisted.

Yours is the basic responsibility of bringing to the farm and the farm family the techniques and skills that make for greater efficiency, less waste, more fruitful employment of talents, the wise use of nature's resources, and the development of better living. Upon the way you do your job depends in large measure the ability of the American farmer to play his full role in the Nation's economy and the Nation's responsibilities.

There are a number of areas in which I hope Extension will be able to make a particularly useful contribution in the years ahead. Among these areas are (1) marketing and distribution, (2) farm and home

planning, (3) housing and health, (4) greater assistance to those young men and women who are above 4-H group age but not yet fully established as farmers and homemakers, and (5) more effective Extension assistance to families on small and less productive farms. Progress in these areas is especially important in view of the long-range responsibilities that seem likely to confront our agriculture.

## No Overproduction

True, we have some excess stocks today and they are causing readjustment difficulties. But our excess stocks are largely the result of faulty programs and unwise policies. There is no general overproduction on the part of our agriculture.

On the contrary, the huge demands now being made upon American agriculture will become even larger in the years ahead. There are approximately 160 million Americans today; by 1975 there may be 200 million or more. All of these people will want to eat at least as well on the average as our people are eating today. Meantime, the total number of people engaged in agriculture has been declining.

Obviously, our agriculture will have to produce still more per acre,

per animal, and per man-hour. We will need still greater efficiency in production and marketing to break the cost-price squeeze. We will need programs geared to more realistic production. Thus, the basic long-range needs of American agriculture are to produce more efficiently, to reduce costs, to improve quality, and to expand markets. The sound approach to meeting these needs is through research and education, and through conservation and soil building.

Extension workers, therefore, must help farmers not only to maintain, but to intensify, the use of research information and soil building techniques. The Nation is counting heavily on the contributions of all county extension workers. You are on the firing line. Your profession is working with local farm people and it is on the local level that the job must be done.

## Public Confidence

The early county agent was often called a book farmer. People did not have confidence in him. Research had not given him the answers to many of the problems farmers faced. He had to develop his own teaching methods, beyond tradition-

(Continued on page 11)



**"A VEHICLE of evolution"** is needed today. Are we still performing this function? To do this job, Secretary Benson in his article in this issue says, "a strong, dynamic extension program" is needed.

Such a program is being welded from ideas and experiences of agricultural leaders and workers throughout the country. As it takes form, the characteristics as we see them are presented for your careful consideration. The highlights have been illustrated with a series of charts, a few of which are reproduced here.

The fundamental job of the Extension Service is to speed up the application of research.

Chart No. 1 illustrates two points. In the first place, in the case of egg production (and this is a rather typical illustration) the average production per bird, even under conditions where the best which science has to offer is being put to work, has leveled off. Research, then, is concerned about what is necessary to turn this curve upward. In the second place, from the standpoint of Extension and an ex-poultry specialist, I am concerned at the 10 to 20-year lag which exists in getting egg-laying contest performance applied to average farms.

Chart No. 2 shows the increase in capital from less than \$5,000 per worker in 1940 to over \$20,000. This is one of the serious problems facing young farm couples today. In a great many industries the invest-

ment per worker is less than half of what it is on the average farm at the present time. The risk factor in farming is also greater. Twenty-five years ago 30 percent of the cost of a bushel of corn was cash cost. In 1952, 70 percent of the cost of producing that corn was cash.

Stated in another way, a New York study shows that in 1907 a farmer with no receipts at all could live 9.7 years by liquidating all of his capital through normal expenses. Forty years later it required 2½ years.

Farming today is a jig-saw puzzle combining many skills and much know-how as illustrated on the front cover. The pieces must fit together on each farm if it is to be a smooth-running economic enterprise. This is where the help is needed. This is the basis for our whole farm, farm unit, farm and home planning, balanced farming, or farm and home development approach, now working successfully in many States.

The farm family is in reality a board of directors, every meal on the

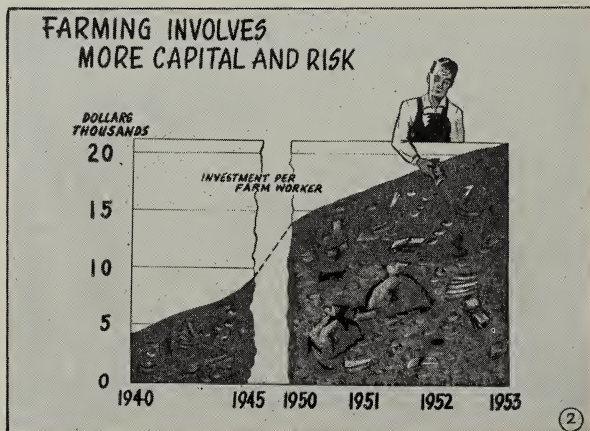
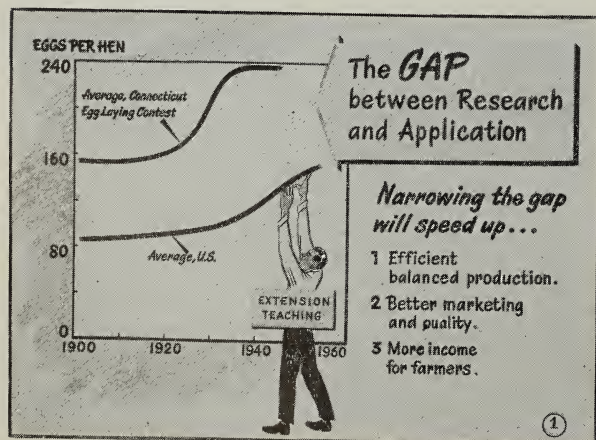
# A Vehicle of Evolution

**C. M. FERGUSON**

Administrator, Federal Extension Service

**"By serving, as a vehicle of evolution and thereby making revolution unnecessary, the land-grant colleges and universities of this Nation have saved the people an immeasurable toll in lives, dollars, and suffering."**

*Dr. John Schoff Millis, President of Western Reserve University*





farm is a meeting of that board, and the Extension Service is an advisory body to it. An expanded county staff is needed to help these families think through, understand, and apply a complete farm and home management program. Such a program must consider the land, water, livestock, machinery, capital, labor, markets, and economic trends on the farm side, and the efficiency, good management, health, and comfort of the home and the family on the other.

This approach to extension work is not untried or unknown. We have good evidence that it works and that it pays. For example the 24 Vermont farms studied through cooperation of Dr. Black of Harvard University illustrate this point in chart 3. The two groups of farms were selected with approximately the same acreage, capital investment, and labor income in 1946. One group of farmers had access to extension work and other Government programs as they are carried on at the present time. They did reasonably well. With the dollar figures adjusted to the 1946 level these folks showed an increase in their labor income of 3 percent, although the actual dollar increase was 69 percent.

The other farmers, where they were getting individual training in farm business organization and management, obtained a labor income which was 80 percent higher on the 1946 dollar basis than in the begin-

ning and 194 percent higher on an actual dollar basis.

The next point of emphasis is the concern of the farm family for more information about off-the-farm forces which affect their income, their living and their general welfare. This is the field that we have chosen to call public affairs. Farmers, in order to act intelligently, either individually on their own farms or collectively through their organizations, must better understand the economic and social impact of public affairs.

Marketing is one of these forces. Between 1935 and 1952 the increase in agricultural production per man-hour had increased 77 percent, whereas the increase in efficiency of domestic food handled per man-hour was only 20 percent, indicating an area where much could still be done to increase efficiency and cut costs of distribution.

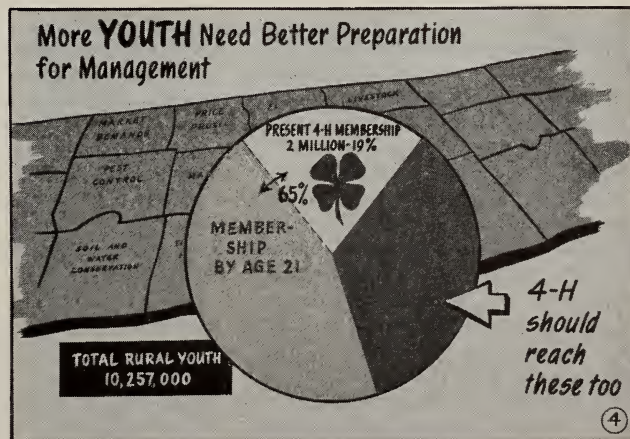
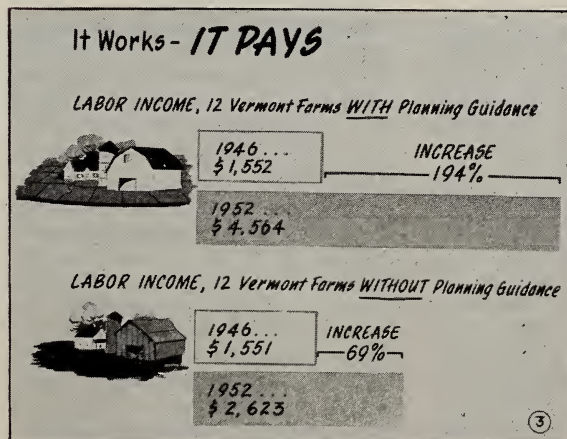
Chart No. 4 deals with the fact that extension work must give more emphasis to young people, starting with 4-H Club members, and recognizing that there are many special problems facing young folks as they begin farming under the economic conditions that exist at the present time. Our current enrollment in 4-H Clubs is slightly over 2 million, and this is only 19 percent of the potential. Though at some time, between the ages of 10 and 21 we do reach 65 percent, there still is a great challenge to keep young folks in the clubs longer and to reach the

35 percent that we are not now reaching.

In summary, the new look at Extension involves an expanding county advisory service geared to the whole farm approach. That means assistance in devising on-the-spot solutions not only with producers but with handlers, processors, wholesalers, retailers, and consumers, and it means assistance in the field of public affairs.

The work load per county agent today is 1,100 farms. The average audience per county worker is 5,600. This does not take into account the urban audience which so often asks for help.

This new approach is designed to overcome the inadequacies of mass methods—not replace them, to overcome current excessive reliance on the impersonal methods which tend to serve best those who are predisposed to change. It would be developed through a county advisory service adequate to reduce significantly the size of the audience per worker, to permit more individual teaching and give advice personally to small groups having similar problems. It would not overlook the impetus to be gained from group work but would envision the whole farm demonstration idea. It would mean that we must reorient to the team approach, bringing all the facts to bear on the problems of the whole farm and the family living on it.





# THE AGENT...

## *A General Practitioner*

"In modern agriculture there is a real place for what might be called the general practitioner who knows how to develop a cropping system suited to the capability of the particular farm, or to develop a livestock program suited to the market and balanced with the supply of feed and labor," said Secretary Benson at the recent meeting of the Association of Land-Grant Colleges and Universities.

The value of such contacts with the farmer and his family is unquestioned. But how is it done? What are the difficulties in the way? Six county extension agents discuss some phases of the problem in the following articles.



Jane C. Boyd.

### ***Home Visit Is a Public Relations Tool***

JANE C. BOYD  
Home Demonstration Agent  
Kent County, Md.

TODAY we hear much about human relations, personal relations, public relations, and what we can do to improve these in our homes, in our work, and in our communities. Of course, this type of relations by nature involves personal contacts. It seems to me that if we in Extension are going to do anything to promote the new trend in thinking, that is, developing better human relations or public relations, we might well work through the medium of farm and home visits.

No business, no service or enterprise can be effective unless there

are satisfactory contacts with people involved. Good personal contacts are just as important to the success of an extension program as they are to a big industrial business.

Speaking to the American Home Economics Association in Kansas City in June, John William Harden of the Burlington Mills, Greensboro, N. C., said:

"I found early in my newspapering days that the individual around a daily newspaper with the most influence on the most people is not the editor with his weighty editorials, or the star reporter, with his big stor-

ies, or any of the executives. The individual in touch with the most people and influencing the most people for or against the newspaper is the little redheaded, tousled and sometimes untidy boy who delivers that paper on your streets and my street. If, on a rainy day he tosses the paper upon the porch where it is dry, or on a windy day puts it behind the screen door so it is not blown all around in the shrubbery, then, it is a pretty good newspaper and it doesn't matter what's in it. On the other hand, if you assemble the finest and most expensive staff in the world and put together the most magnificent edition of all times and if that newspaper ends up in a puddle of water in the front yard and becomes so sodden that it cannot be unfolded or read, it is a pretty poor newspaper. The boy's attitude and what he says when he comes around on Saturday morning to collect his 30 cents for weekly service are making more friends or more enemies for the newspaper than all the editorials that are inspired by all the brains that can be assembled in the editorial department."

It seems to me that we as county extension workers are pretty much like the newsboys. All the technical knowledge is of little value unless there are some pretty good newsboys putting the stuff behind the screen doors.

Our job is to teach home economics or agriculture. Sometimes it seems that the figures we can put down at the end of the year are what count. Well, if that's our job maybe we are doing it, but Extension to me, and I believe to some of you, is something more than how many bushels of corn were harvested or how many quarts of fruit were canned in 1953.



If it is more, then what can we do to promote this other aspect—good public relations so vital to a successful program? This is where I see farm and home visits playing an important part in a modern extension program. A satisfactory farm and home visit can give an opportunity to build an understanding of the extension program among the people

with whom we are expected to work. From experience, we know that people like that which they understand and are prone to dislike that which they do not understand. There is an opportunity through farm and home visiting to be able to sit down with a family and discuss what Extension has to offer that family.

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## ***Fitting the Pieces Together***

**HARRY R. MITIGUY**  
County Agricultural Agent  
Hillsboro County, N. H.



**Harry R. Mitiguy.**

**M**OST of us are agreed that it's no use to put good timbers in the old barn if it leans so badly that it may fall over. But in a sense that is what we often do when we tackle the problems of any farm family in a piecemeal fashion. All of us do this because of lack of time to do a more complete job. Nobody has to convince us that it is not the best way to work, for we all believe that. Any public institution has to serve *all* the people, and it just isn't possible to do a really adequate job with the present means at hand.

Here are the actual thumbnail sketches of the major problems that were brought to one county extension agent in 18 days recently. They honestly aren't exaggerated, inflated, or otherwise tampered with.

1. Pullorum gets into two local poultry flocks that have been clean for years. Both breeders will lose several thousand dollars, and every day that the flock stays infected will cost them real money. They want advice on how to clean up and how to keep the disease from spreading to other flocks in an area where poultry is a 6-million-dollar annual business.

2. Two top-quality young farmers

picked out possible farms to buy, and each wanted to be sure that the farm had the soils, acreage, and all the other items needed to build it into a sound farm business.

3. A dairy barn was partly burned down one week, and the farmer wanted a building plan quick in order to get his cows housed before winter set in.

4. Another dairyman wanted plans for remodeling his barn—his legs bothered him, and he couldn't do the walking necessary to milk cows in three different stables.

5. Three farmers took soil tests on their whole farms. They wanted fertilizer recommendations on more than 50 samples. In fact, they would like some help on planning an overall roughage program.

6. An established dairyman wanted us to take a look at his farm business and see why he was not making ends meet better. (A rather long look showed that the production on more than half of the herd was below 275 lbs. butterfat. Since then he has sold 10 head for \$700, and bought 6 better ones for \$960.)

7. A newly elected president of a local farm organization had difficulty in conducting a meeting. He

wanted help in organizing meetings and getting the work done without having to do too much speaking himself.

8. About 10 farmers asked, "What is the best feed to buy to supplement short hay and silage crops?"

9. Three new farmers just starting out asked for help in planning and developing their farm business.

These are fair samples of the opportunities that extension workers have every day in working with farm families. From the list above, it can be seen that group-teaching techniques just don't fill the bill. They certainly have their place in extension teaching, but it's equally certain that almost every one of the problems mentioned above can only be dealt with effectively by working with the individual involved. You should help him not only to answer his immediate problem, but also to tie his answers into a sound farm management program for the whole farm.

In fact, it is safe to say that mass teaching methods are effective only after the "teacher" has demonstrated his ability to really help farmers grapple with these individual problems. And that happens when the extension worker has several examples in each community that clearly demonstrate his ability to help the farmer think through his farm management problem.

Hence, it seems logical that the old demonstration tool can be just as effective in farm management approach to farm problems as it has been in teaching better agronomy or better feeding practices in the last 50 years. But, instead of one or two demonstrations being enough for a whole county, it appears fairly evident that there have to be enough demonstrations in each farming community so that every farmer can see a demonstration close to home among people he sees often and associates with on intimate terms. Without this close contact, the farm management demonstration reaches too few people to be really effective.

Farm management planning work, with a few key families in each community, will pay good dividends for the families involved and for the extension worker.





W. N. Cook.

## ***Getting Results Usually Means a Farm or Home Visit***

W. N. COOK, Agricultural Agent,  
and EDDIE HORN, Home  
Demonstration Agent  
Muskogee County, Okla.

**R**EQUESTS for information through the county extension agents' office are increasing month by month, and the year just ended has found more farmers, farm women, boys and girls, and others interested in agriculture making requests for information and assistance out on the farm and in the home.

Community and neighborhood meetings are planned and a host of volunteer leaders assist with programs and demonstrations in order to assist as many people as possible. These are excellent means of disseminating information, and creating interest. Ultimately, however, requests are made for personal assistance out on the farms during the year. We personally assisted 1,124 farmers, homemakers, and 4-H Club members out on the farm during the past year, while 1,841 personal visits were made to the agents' office for information, and 4,264 telephone calls were received for information on various farm and home problems. Follow through on office calls and telephone calls by visits to individual farms and homes would result in much more effective results. Yet, we were able to make less than 20 percent of the requests for assistance out on the farm and in the home.

The demand by individuals for assistance on the farm and in the home creates the problem of extension personnel of deciding where and how their time can best be spent.

Extension agents act as quarter-backs and assist farmers and homemakers in mapping plays which will result in desirable and profitable

farm and home living. Once the plays or plans are under way, agents serve more or less as line backers and assist farmers and homemakers in filling up the hole made in the agriculture football line by drought, insects, overproduction, underproduction, low markets or high markets, and what have you. This is a big responsibility, but with the experiment stations and research mapping the plays extension agents are able to assist farmers and homemakers in setting up plans which will hit pay dirt.

Getting information to people and then getting it put into practice are two separate problems. A salesman will hold a demonstration to get his prospects, and then he sees them one by one.

Doctors teach hygiene to the masses, but when a man is sick he wants personal attention and needs the doctor to diagnose his ills and prescribe a remedy.

There is no mold for all farm needs. Each farm and home is an individual problem. Conditions such as size, scope, finances, drought, rain, floods, markets, insects, and various other things make the production of farm products hazardous. The outcome is always uncertain.

Committees and neighborhood organizations help spread the efforts of extension agents. Leaders and demonstrators of approved practices assist in getting the practices used on farms and in the homes. Mass meetings are held and demonstration farms are used to demonstrate various recommended practices. They

are good and serve a purpose, but when meetings and field days are adjourned and the agents go their way, they are swarmed with calls and invitations to come out on the farm for assistance. Each farmer points out that his situation is a little different from the ones mentioned at the meeting, and that some personal advice will help him adjust his situation. The agents go out and find that the farmers are right, and that many phases of his program should have personal attention.

It has been the experience of the agents in Muskogee City that demonstrations and practices are much more effective among the people who live in the immediate vicinity, and by this, we mean adjoining farms. Those not using a practice must see it often in order for it to be accepted. One demonstration on sound cotton production practices will promote action from those nearby, but it has been observed that it has very little effect on the cotton growers in the opposite side of the county, although many from the opposite side may have attended and observed the results. It isn't enough to point out to them the dollar and cents which it will mean if used on their farm. They must be continually reminded of its value in their program—thus, the need for a greater number of demonstrations on farms and in homes.

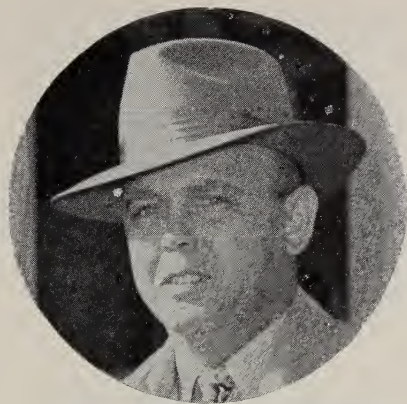
As mentioned earlier, agents are able to make less than 20 percent of the requests for assistance on the farm and in the home. One farmer goes to the telephone to call the county agent, another farmer makes a bet with him that the agent isn't in. If he is in, someone needs him on the farm, and if he is out on the farm someone misses him with an office or telephone call. Agents go to district and State conferences or go for a day of inservice training, and right away a messenger appears with a note for such and such agent to please call his office. Some emergency has developed, such as grasshoppers, armyworms, livestock disease outbreaks, and the like.

Conditions of farming are complex, and more personal attention is needed out on the farms and in the homes if the desired practices in farming and home living are to reach the greatest possible number of people.



## ***For Greater Influence, Need More Personnel***

NEAL DRY, County  
Agricultural Agent  
Caddo Parish, La.



Neal Dry.

**S**PEED is and always has been the order of the day. Transportation, communication, war, every area of life speeds up during each generation. This is called progress. Each generation thinks it lives in a swiftly moving era. One's everyday experiences certainly cover a broader and faster field today than 25 years ago.

What does this have to do with Extension? It means that we out in the parishes and counties have a new challenge almost daily as new farm and home equipment and methods are developed.

Those of us who are 10 years old, or older, in Extension have experienced the introduction of home freezers, organic insecticides, mechanical cotton pickers, flame cultivators, and many others.

Electricity on the farm, bottled gas and better distribution of natural gas have revolutionized the farm home and many of the chores on the farm.

Just as the farm and home environment has changed, so has the Extension Service. Since our program is determined by local advisory committees, based on local needs, we are able to make timely adjustments in our local programs.

Extension has changed too. In the early days of our organization, the agents had time to give a lot of individual counsel and personal and small group demonstrations and assistance. Today, with the speeded-up agricultural program and with so much useful information coming from the experiment stations, agents

have been forced to depend more and more on mass media. Radio and TV programs, newspaper columns, circular letters and large meetings are all being used more and more in an effort to assist more people. Agents have become clever in the use of many of these devices. Personnel increases have not kept pace with the tremendous increase in the farm and urban needs, to say nothing of the ever-increasing requests from city dwellers for assistance with their problems.

"Organize" has had its influence on Extension. Cattlemen, dairymen, swine breeders, as well as breed associations and many others, draw tremendously upon the extension agent for assistance in program development and execution. Rural telephones have caused the agent to have many more calls to return each evening after a day's work in the field.

All these modern developments spell progress for American agriculture, but at the same time farmers and homemakers need more and more information dealing with these problems.

We, in the Extension Service, are by tradition always ready to tackle any problem regardless of its nature or scope. The education needs of the people have at least been partially met by relying heavily on mass media and the use of community leaders as much as possible to supplement the old-line, tried, and proven result demonstrations, community meetings and farm visits. With 3,000 to 4,000 farm families in

a county, one man and one woman agent, doing adult work primarily, find it very difficult to make as many farm and home visits as are needed for a most satisfactory program.

Right now one of the great needs of farm families in our area is over-all farm and home planning assistance. The farm and home activities are so far flung in nature that our farm leaders feel that Extension can be of great value in this field. Frankly, there seems to be very little chance, however, of changing the mass media approach, which is by no means, the most satisfactory educational tool, unless there is a substantial increase in personnel on the county level. We do feel, however, that if adequate personnel is provided that we can increase the individual assistance that farm people are asking for through their local advisory committees. This type of assistance would in turn have a tremendous influence on American agriculture.

## ***Limitations Worry Us As Need Is Intensified***

ALICE GATY  
Home Demonstration Agent  
Evangeline Parish, La.

**T**HE family today needs to make the best use of available information if it is to live within its income. How to get this information to the greatest number of people is the problem confronting extension workers throughout the country. The problem is not new, but the need is intensified by the prospect of smaller incomes available for family living. Certain costly farming operations may have to be continued to maintain improvements made in land, livestock, and equipment. Such decisions will necessitate very careful handling of the reduced amount of money left for living expenses.

Rural homes of today are geared to considerable cash expenditure. The electric bills must be met, Fuel must be bought. Equipment must be kept in working order. There is no use looking backward to burning wood for cooking and heating. Most Louisiana families equip their homes for gas because it is cheaper, and wood is almost unobtainable. Neither does the answer lie in giving up such advantages as refrigeration and freezing of foods, because, wisely used, these services contribute to economy and health through good diets with a minimum of wasted foods.

Turning backward will not improve circumstances. Neither will any solutions arise from standing still. Looking forward, extension agents see many ways in which people may be helped to meet unfavorable changes in family finances. Some of these remedial measures are standard equipment in extension teaching. These are: Thoughtful selection of farming operations followed by diligent application of economical practices to produce both the cash income and the goods to be consumed at home; and the many improved practices in clothing, feeding, and rearing families, that have made a contribution to better living in many homes. The scope of these teachings is wide because every phase of farming and family living has been touched in some manner.

Two limitations are the source of worry today: The limited number of families that have been influenced to make improvements, and the limited number of practices that have been presented to some of the families reached. A home agent may feel a sense of accomplishment at the end of the month as she reviews the records of the several hundred families she has given information to, until she recalls the several thousand families in the parish that might have been helped if she had had more arms, feet, and hours. The neighborly spirit which makes many people conscientiously pass helpful information on to others is largely responsible for the number of families influenced in some measure by extension teaching. This fine service rendered by leaders and demonstra-

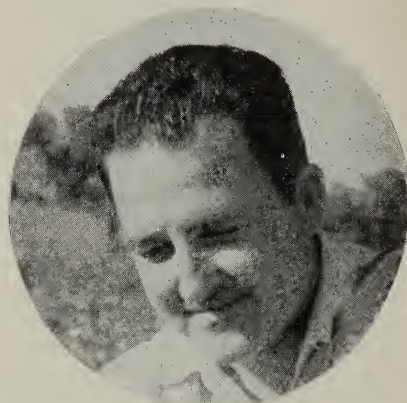
tors, plus the press and radio, makes the effect of Extension Service work felt over a far wider range than would otherwise be possible with the present ratio of number of agents to number of families in a parish. But, it is easy to see that where four extension agents, two women and two men, serve a parish with four thousand farm homes and another four thousand rural nonfarm homes, the percentage of rural homes receiv-

ing personal contact with the agents will be small. Personal contact sufficient to effect changes in practices may require several meetings between the agent and the homemaker or farmer.

Mathematical division of one person's time, however, makes it evident that in this manner an agent may reach a few hundred families effectively in a year, but not several thousand.

## ***It All Depends on Our Audience***

FRANZ I. TAYLOR  
Agricultural Agent  
Upshur County, W. Va.



Franz Taylor.

**T**HERE is real satisfaction in helping people to help themselves. It is a fundamental principle in doing extension work. Many methods are needed in order to reach all the people. Some will read, some listen, some observe, and some will attend meetings.

In analyzing the effectiveness of methods used, we should ask ourselves this question, who is our audience? I find that low-income farmers don't attend meetings, don't read magazines and newspapers generally, and want educational information in a simple form. They are persuaded by friendliness through personal visits and listen to the radio fairly regularly. Result demonstrations are very effective with this group. Farmers in the high-income group are easier to reach. They read more, attend meetings, go on tours, and are ready to change methods. I have found that they are willing to cooperate more readily on result demonstrations. Yet, where the demonstration is placed on a low-income farm it is accepted by more farmers in the area.

The question of giving more personal service to farm people has its limitations. Maybe we should define personal service. Some would say that it means to cull the farmer's chickens every time they need to be culled and do the castrating and de-horning of his livestock everytime the agent calls. In my opinion, we have an educational program and should not allow ourselves to become "choreboys." We should teach by method demonstration how to do these tasks.

Since our primary goal is to help people to help themselves, I believe we should do more personal service in the way of result demonstrations, on-the-farm visits, and individual counseling with the farm family. For example, you can give farmers a lot of technical information through mass media such as news stories, radio, and meetings. Yet, the farmer still has to fit this information into the over-all farm management that will apply to his individual farm. Some will be able to do it, while others won't. The county agent is best qualified to do this job.



# One Way To Do It

THE Pepin County Farm Management Club for young Wisconsin farmers has had the active participation of 500 young farmers in Pepin and surrounding counties in the past 9 years. The club sponsors a farm management school each year which has had the help of 24 different specialists on a variety of problems related to farm management. They have visited a branch experiment station, Tri-State Breeders Bull Stud at Westby, and had local farm management tours. They have become a promotion group for many county projects, such as Sign Up for Artificial Insemination of Dairy Cattle, Increased Alfalfa Acreage and Production Program, Grass Silage, Soil Conservation, Dairy Quality, The Fertilizer Program, and others.

They have 112 members on the list this year and have reached about 50 percent of the 18-30 age group in the county since the work was started.

Some of the changes in the county which can be credited in considerable part to this farm management group are: Increase in alfalfa acreage from  $\frac{1}{2}$  acre to  $1\frac{1}{2}$  acres per cow; 90 percent of the silos with grass silage in them; 65 percent of the farmers using artificial insemination of dairy cows; and more than 100 men in the county had fields yielding 100 bushels of corn to the acre as compared with an average yield of 35 bushels a few years ago.

WITH the help of a substantial grant of money from the W. K. Kellogg Foundation, Michigan State College is embarking on a new extension idea. It is a township extension program, as contrasted with the customary county programs. In each of five townships in the State farmers will be served by an experienced agricultural extension agent. His salary and expenses will be paid partly from Kellogg Foundation grant

moneys and partly from funds provided by farmers of the townships in which the five projects are located. Kellogg Foundation has agreed to assist in financing the township program for a period of 5 years. In the fourth and fifth years, the townships will be expected to carry an increasing share of the financial burden. Continuation of the program within a township, beyond the fifth year, will depend on farmers' willingness to take over the financing.

## The Role of Extension

*(Continued from page 3)*

al classroom patterns. He never dreamed of the communication and transportation devices and conveniences we have today. The task 50 years ago must have looked every bit as tough to those agents as your task does today. They saw the need for research and the application of research. They saw the ravages of the cotton boll weevil, and they knew it must be controlled. They were men of vision, great and practical vision. And they were men of missionary zeal.

Because these agents won the confidence of farmers and townspeople alike, their successors were given more and more jobs to do. During the past 20 years county agents have been called on to help new agencies get started and to run emergency programs. They participated in the corn and hog programs, the acreage allotments, and the drought emergency programs of the 1930's. They helped organize soil conservation districts, credit cooperatives, and other co-ops. They found the press, radio, and now they find television, making new demands upon their time.

Requests for service or participation kept growing, but the number of hours in the day and the number of days in the week remained constant. You had to spread yourselves thin. You were forced to abandon many intimate on-the-farm contacts and conferences. Small groups gave way to large meetings.

The mass teaching methods you have developed have added greatly to your ability to reach more people

on many more problems, and to do it faster and cheaper. But I'm sure you have known all along that mass methods alone cannot do this new and difficult job. They are supporting methods. They cannot take the place of demonstrations; of on-the-farm visits; and of talking over problems with local groups and helping them get the facts and start into action. These are the methods upon which your kind of educational or cooperative extension work has been built and upon which it has succeeded. To the extent that we have laid aside these methods, I'm convinced we need to reorient our thinking.

I should like to see county agents get back to leading farm people to set up more demonstrations on how to solve today's problems. Maybe they will be balanced farming, total farm and home management, model farms, or some other kind of broad demonstrations. Maybe they will cover the community, a marketing area, or in some other manner show the answer to some of today's complicated problems—and do it as well as the cotton insect, hybrid corn, crop rotation, improved seed, and similar demonstrations of the past did their job.

Like the early agents, let us seek challenges and opportunities as we face our complicated problems. True, many new Federal agencies have come into the picture in the past two decades. There has been some confusion and duplication of effort. But the role of Extension and of the county agents was never more vitally important than now.

IN MISSOURI, 1,114 farms in 107 counties started complete balanced farming plans in 1952. This type of work had to be limited because it takes more time and individual farm work by the extension agent. But scattered over the State are 23,000 farmers who have started balanced farming plans and these are serving as important complete farm demonstrations.

- Roger Morrison, extension specialist in dairy science, and Harold R. Capener, extension specialist in rural sociology, recently joined the Ohio Extension Service.



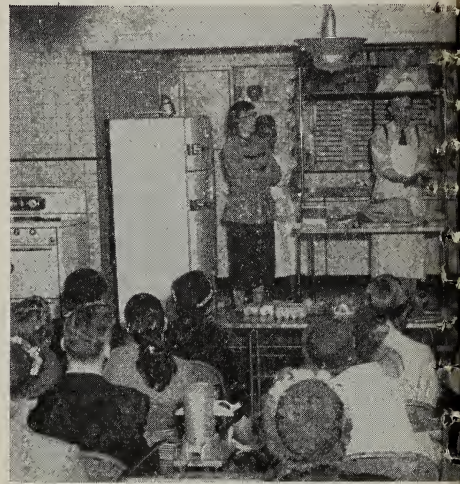
# The Situation

## in AGRICULTURE

## in the HOME



Among the major trends of continuing significance is the dramatic increase in capital required to finance agriculture.



Increased emphasis on marketing is shown in this poultry marketing project in Missouri.

**P. V. KEPNER,**  
Assistant Administrator  
Federal Extension Service

**P**RESSING problems of the moment and our immediate surroundings tend to dominate the thinking of most of us at any given time. Occasionally the current significance of such problems dominates our thinking so that we fail to develop a clear perspective as to long-time trends of major significance. When this is true, we may fail to adjust our extension programs and services to developing needs.

Certainly during the past several months there has been acute concern over the effects of the cost-price squeeze on agriculture as an industry and on individual farm families. In large sections of the country over the past year, and in smaller regions for the past 2 or 3 years, drought of major proportions has created acute problems for farmers. Accumulating supplies of some agricultural commodities are creating major production-adjustment problems. These accumulations are in part a result of

reduced foreign outlets for some of the commodities involved, a matter of major concern.

All these, and other significant problems facing agriculture, are important problems of the moment and the immediate future. They have long-time significance as well to agriculture and to extension workers serving agriculture. They offer a real challenge to all of us to help farmers with current operations and at the same time see the necessary adjustments to major long-time trends.

Among these major trends in agriculture of continuing significance would seem to me to be the fact that capital requirements to finance agriculture have increased dramatically over the past decade and will continue high. It is estimated that the average farm investment in land, buildings, machinery, livestock, and other production essentials is currently over \$20,000 per farm worker. That is approximately four times as great as in 1940. Cash operating requirements have likewise increased

(Continued on page 22)

**FRANCES SCUDDER,**  
Director, Division of  
Home Economics Programs

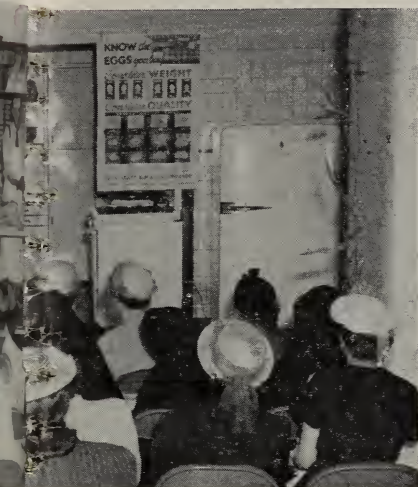
**T**HE BUSINESS of homemaking continues from year to year. But it is not just the same this year as last, nor will it be just the same during the coming year. The homemaker provides three meals a day for her family. But this family eats more meat, milk, eggs, fruit, green and yellow vegetables, and fewer potatoes and cereals, than it did in the late thirties. Factors in this development have been the nutrition and meal-planning programs during the years and more recently programs in food buying, freezing foods, and quick but effective meal preparation.

The cost-price squeeze, much discussed these days, makes the homemaker even more conscious of the need to make the dollar go a long way. With the resources available she must keep her family healthy and well; save her own time and energy by efficient management and proper choice of equipment; keep



# Changes . . . .

with YOUTH



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n Mri.



Do we see ourselves as leaders of youth or bringing leadership facts and inspiration to leaders of youth?

the home comfortable and attractive; keep the family appropriately dressed; and guide the growth and development of the children. These have been, and will be, her responsibility. On these things she seeks information, training, and encouragement to meet her particular needs.

With approximately one-fifth of the women working for pay outside the home and others helping in many ways on the farm or in the community; and with the increased need for families to cooperate in developing the community, the problems of home management and community development have taken on added significance. Time and energy saving, account keeping, family financial planning, business agreements, and public problems have the interest of women. The time seems right for expanding programs in these fields.

While there have been great developments in the mechanics of homemaking through improved labor-saving equipment and improved methods for working in the home, there hasn't always been a corres-

(Continued on page 22)

**E. W. AITON,**  
Director, 4-H Club and  
YMW Programs

**R**AIN, peace, or public policy may be uncertain in the decade ahead. But one thing is certain any way you look at it. There will be more children—and more children mean a bigger job ahead in 4-H Club work.

At least, and for sure, there is a bigger job ahead in 4-H Club work if our objective is to help boys and girls develop sound bodies, healthy personalities, skilled hands, and good citizenship attitudes. The lens of this "new look" camera focuses on people—their wants and needs—and situations. What else do we see at a quick glance through it?

First, we see population increases with more heads, hearts, hands, and health seeking movement.

But we may find these new people in unaccustomed places. Fewer of them will live on farms. A probable increase is seen in the small villages and an enormous increase in suburban or fringe areas around large cities.

And let's face the facts—many families have moved out into the open country beyond the big city limits in order to enjoy fresh air, neighbors, a lawn and shrubs, children, and pets. Perhaps consciously, but more often without knowing why, many of these new "outskirt communities" were attractive to young growing families because parents had seen or read or believed that with space and fresh air come opportunities for better family living. Perhaps one or both parents were reared in the country. Almost certainly, parents these days have read about the character-building values of 4-H Club work and in these new "fringe" areas, extension workers find an eagerness for it.

4-H Club work in the future will put no less emphasis on the development of a better understanding and appreciation of agriculture and home economics. However, the emphasis is shifting from the basic task of efficient production to include a greater appreciation of the off-the-farm forces affecting us: distribution,

(Continued on page 22)





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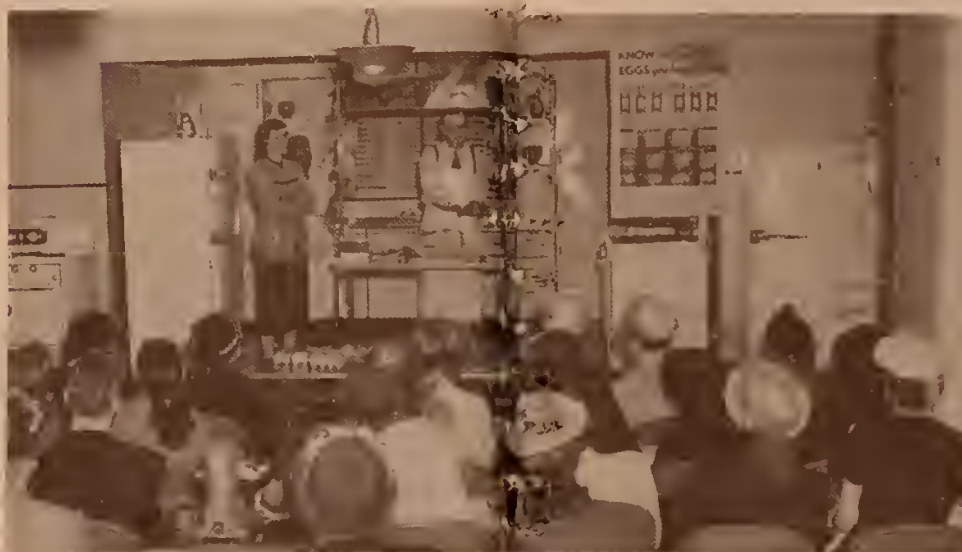
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# Pulling Together Does It

A statement on the need for more teamwork by L. C. Williams, Director of Extension in Kansas, is followed by examples of how cooperation works in meeting some of the problems facing extension education today.

## TEAMWORK

EFFICIENCY in the production of farm commodities has greatly increased in recent years. The farms of this Nation are now producing annually 140 percent more food and fiber than they did prior to World War I. Only approximately 15 percent of our population now lives on the farm and the other 85 percent living in our towns and cities is dependent on that relatively small group of agricultural producers for adequate food, clothing, and many other necessities of life.

The many problems which confront farm people from the standpoint of efficient production, distribution, marketing, and utilization of agricultural products cannot be solved on the individual farming unit alone. These are national, as well as local, problems and this fact should be clearly recognized by all concerned.

Farm families must be assured of adequate income and reasonable profits if they are to function effectively in our national economy. This assurance can only be provided through teamwork in a true spirit of cooperative endeavor in all areas of our national life. Profitable farming increases the security and the welfare of the people living in our villages, towns, and cities.

It is essential that the soil and water resources of our Nation be effectively utilized and conserved for future generations. Efficiency in the production of farm commodities must constantly be increased with consequent lowering of production costs. Farm homes must be modernized and constantly improved through full use of new construction methods and labor-saving devices. All of this can be done, and much more, if people

on the farms and in the towns will further develop their ability to pull together as a team and not allow serious controversies to develop over minor differences of opinion.

Efficiency in marketing distribution and utilization of farm products is also essential. The food and fiber must not only be produced, but it must be effectively utilized by the ultimate consumer. This part of a complete agricultural program requires even greater teamwork than that which is concerned with abundant production.

Realizing the growing importance of complete agricultural programs the Federal Government and the States and territories have throughout the years placed in effect many legislative acts designed to assist producers and consumers to work together in many essential activities. Through this procedure a number of agencies have been created to assist in making the legislative acts effective. These agency programs are conducted by the people themselves, and they are for the benefit of all the people. That fact should be clearly recognized at all times by those conducting the various programs and by those who can benefit through participation in them.

Inasmuch as the people themselves, through established governmental procedures, have created and developed various State and Federal agricultural agencies to conduct definite phases of a complete program it is highly essential that these various agencies constantly work as a team—a team that pulls together, not apart. Only through this type of procedure can it be determined which activities are essential and those which are of lesser importance.

All agency programs must be firmly based on research findings and other factual information from all available sources and must be constantly adjusted in line with experience and changing needs and objectives.

Education is an essential part of all action programs. People can participate effectively only when they are kept constantly informed as to procedure and objectives. Extension Services at local, county, State, and national levels need now as never before to accept responsibility for educational leadership and for assisting all members of the team to coordinate their activities and to pull together in the best interest of the people whom we all serve. In unity, there is increasing strength.

## Long Range Planning Takes Coordination

EARLY in 1950 the heads of the farm organizations and agricultural agencies joined together to form what is now known as the North Carolina Board of Farm Organizations and Agricultural Agencies. One of the first activities of the Board was the development of a

comprehensive program for the State entitled "North Carolina Accepts the Challenge Through A United Agricultural Program." This was officially launched January 28, 1952, at a State meeting with all board members and their respective district representatives and other busi-



ness, professional, and agricultural leaders in attendance.

The State was divided into five areas to plan the State program. The extension program planning staff was asked to accept major responsibility for general guidance and assistance to develop and carry out comprehensive and effective county agricultural programs.

Six of the nine counties doing intensive longtime planning were in the Winston-Salem trade area. Considerable progress was made, particularly in the marketing and organization for community development. Three detailed marketing surveys have been completed. The first on grain production and storage included 38 counties; the second on poultry production and marketing facilities included 14 counties; and the third, on livestock production

and marketing facilities included 16 counties.

Steps have been taken by the business people in Winston-Salem to help provide the facilities needed for marketing, storage, and processing grain. As a result, the interest of business people in the problems has increased greatly.

Three of these counties have developed community organizations to help sponsor and promote the action programs within their communities. As a result of these community organizations and community programs, two counties received awards as "County of the Year in Rural Programs" selected by a magazine editor and business people.

These are not just extension activities; they are a coordinated undertaking with all agencies working together in one overall program.

29 stations, prepared one leaflet on insect control, posters on both insect and rodent control, distributed 20,000 leaflets, sponsored 2 statewide meetings and 11 sectional and county meetings.

Excellent cooperation is being given by the milling industry and commercial agencies in supplying special equipment for improving sanitation.

Largely due to these educational activities, it is safe to say that 1½ million bushels of wheat were treated with protectant when stored on the farm this past season. This represents more than one-fifth of the farm-stored wheat. Much of the untreated wheat was fumigated later in the fall.

## ***Focusing on the Farm***

### ***A Farm Management Tour That Clicked***

"**B**EATING the Cost Squeeze" tour in Saginaw County, Mich., drew 1,000 persons and proved an Extension Service classic in organization and cooperation.

It started last winter when County Agent Loren Black and James Nielson, State farm management specialist, talked over the idea. Early in July the county agent called a meeting of 25 of the county's most influential cooperators, including the banker and a sugar beet company representative, as well as farmers. The group divided into committees to get the job done. Four farmers chose three farms which best illustrated adjustment in operation to "beat the cost squeeze." The noon program committee chose Dr. Arthur

Mauch, agricultural economist, to speak on the subject; the traffic committee placed route signs to guide tour drivers; the nine-member publicity committee worked out an information program which clicked. Five thousand printed folders, giving information about the tour, were distributed. Four members of the local committee came to Michigan State College twice for a television appearance.

The visual aid materials for the talks at each farm were made at the college from information furnished by the farmers. Economists who interviewed the host farmers staged a rehearsal with the farmers the day before the tour so answers could be ready and the schedule maintained.

### ***Committee Harnesses Clean Wheat Forces***

**T**HE Ohio Statewide Quality Wheat Committee was organized in 1951 representing 12 organizations interested in the subject. It meets two or three times each year to hear reports and plan for the future. The first year, a well-illustrated bulletin and a poster on contamination of wheat by grain weevils were pre-

pared. The extension entomologist took the lead in preparation, and commercial agencies represented on the committee financed it. Two more posters followed in 1953.

During the year ending October 1, 1953, the committee put out 52 press releases, initiated 10 live radio broadcasts and 8 recordings used on

**P**ULLING together to bring scientific facts and technical skill to the problems of one demonstration farm is well illustrated in Lynden, Wash. The setting up of this experiment was described in the February 1953 *Review*. The report on the first year of the 5-year improvement plan proves the value of the plan. The State Grasslands Committee of the Pacific Northwest Plant Food Association, Washington State College, Extension Service, and Soil Conservation Service, as well as other interested agencies in the Department of Agriculture and local agencies are joining with Farmer Brad Benedict and his wife to figure out what should be done and then try the ideas out so that all can see.

"Truly amazing," says County Agent LaVern Freimann, "are the changes made in this farm since it was selected a year ago last February." And so say the hundreds of visitors who stop by to see what is brewing now and how the plan is working out. Increased production and lowered costs are evident. Net income increased \$11.02 per crop acre over the year before, and this year should see twice as much pasture and more roughage, making it possible to milk at little extra cost.

The advice given for years by the Extension Service has come to life on the demonstration farm.



# Modern Times Call for

## *Modern Methods*

J. M. ELEAZER, Information Specialist, South Carolina

I DATE back almost to horse-and-buggy days of Extension. Mine was a small early model touring car that cost \$395 when I started in the fall of 1917 as emergency county agent during the wartime in Jasper County, S. C.

I arrived by train, for that was about the only way you could get there. I was lost in a fog for a week before the district agent could get down there and show me around a bit.

He introduced me to a few men to whom I could tie. I was a bit scared of the rest, for we were known as "book farmers" by most of them then. Farms there were few and far apart, and the only way you could get hold of a fellow was to go see him, if the road permitted. So it was individual work entirely then, including much personal service like pruning or spraying the home orchard or vaccinating hogs.

In less than a year I went to Saluda as county agent for 5 years. Farmers were much more numerous there, and we tried our first mass media, community meetings, on war work. This had the patriotic appeal, and consisted mainly of bond selling and food production. I remember the signature of every farmer was sought on a card saying he would plant for his farm needs. Most of these meetings were at night by lamplight, and faulty car lights caused me to spend a number of nights in mud holes I couldn't see the way out of.

While at Saluda a doctor, the local editor, and I formed the habit of meeting at the drug store each morning for a coke. The doctor also farmed. One morning he was asking me about planting velvet beans, a new crop we were promoting, and what caused smut on his grain. After answering him, he said why didn't

I put some such current facts about local farming in the paper each week. The editor jumped at it, said do it, and he'd publish it.

With some reluctance, this new venture was started back in 1920. It was such an aid to me in my work that a week has never been missed to this day. A time or two I was a little late with the copy, but the editor phoned me and held the press.

From Saluda I was transferred to Sumter County in 1923. The two papers there accepted the column and never missed.

Eventually we got one of the early radio stations there. They asked me to take a weekly program.

The weekly column had already proved to be my strong arm in reaching folks constantly and letting everyone know they had a county agent. The columns were always varied, and each reader in town or country usually found something that applied in some way to him.

Then radio grew, too. I never heard of a fellow having two right arms. But I just about had that in press and radio in doing the work of a county agent in an important agricultural county.

Along came Triple-A, with its epochal approach to agricultural problems. We had the man-killing task of administering not *One* but *Five* of the major crop control programs, when one was enough to run a man crazy. We then had to deal intimately with every farmer, affecting his very bread and butter. It was then that the two mass media I had embraced served me well. For in minutes I could explain things to all of our farmers that would take weary weeks of personal contacts and day and night meetings otherwise.

The Second World War came. My valued assistant had to go. They offered me my present job. I was reluctant to go, for two reasons. First, after having enjoyed county agent work for 25 years, I was reluctant to change. And, second, I feared the county job would be filled if I left and my assistant wouldn't have a chance at it when he got back. So I made the authorities a proposition. Let me do both, part-time as county agent and part-time as State information specialist. Men were scarce, and that arrangement was agreeable. It also gave me a chance to see if I could do the State work, and if I liked it. For, being in congenial work means everything.

So there in a busy and important agricultural county, I was virtually county agent by proxy for 3 years. No complaints went to the college for lack of service there. For every Monday at noon I was right there on my accustomed spot on the local radio. When they picked up their Thursday paper the column was at its accustomed spot, as it has been for years. And each Saturday I was down there on the main corner hobnobbing with the goodly folks who came in from the country. I was just as available to them as ever. And I was able to keep them posted on things in agriculture of interest to them, thanks to a well-established radio program and newspaper column.

I recite all of this for one purpose only, to show the power that lies in these things we call press and radio in doing extension work. I'm sure the worker who is not cultivating them as strong arms of his work is missing his best bets. You can work yourself to a frazzle on personal service and eternal night meetings and still not reach as many folks as one well-written column or one good



folksy radio appearance will. And, remember, time is so important to the average farmer and homemaker now. They can't be running to meetings on every change of the moon, and won't.

But when you enter all of their homes at once at the noon hour on the radio, you have something. That is, if you put the stuff on the ball. Then when you can face them again, every one of 'em practically, there at the same spot on Thursday, when they open their local paper, you have something of great value there, too. And when they come to town on Saturday, if you are rather conspicuously available down there on the main corner or in your office, they can get the feel of your hand and see how you are standing strain. And some of 'em will tell you to drive out the next day and get some watermelons, grapes or vegetables, too.

All of these media are wonderfully effective when properly used. And now comes another, television. Wow! That looks like a honey. For you can show 'em too, not just tell 'em. But I can't talk much about that. I'm just starting a half-hour weekly television show. And at this juncture I'm just a bit scared. Like I was in 1920 about that column; and in 1937 about that radio program.

There were horse-and-buggy days. But they are gone. There were also many horse-and-buggy ways, not all gone yet. The extension worker needs mightily to embrace the new. Otherwise, the details are sure to grind him down. I was in a big and important farming county the other day. The hustling young agent there said the details of that job would kill a fellow if he'd let 'em. He looked around there and saw the widows of two former county agents that the killing details had taken before their time. And he was determined not to be the third. So he was saving steps and a lot of wear and tear by a full use of mass media. Radio, newspaper columns, and now television, he excels in all. With them, he is doing perhaps the best job for his farmers that's ever been done there. Not that those before him didn't do a good job. They did, with the tools they had. But he is able to do better, by mastering and using the modern tools.

## Home Visit

(Continued from page 7)

A satisfactory farm and home visit can also give an opportunity to observe the conditions existing in a particular home or farm situation. Dr. William Smith told the Maryland Home Economics Association

that what we as home economists suffer from is "hardening of the categories." We are so engrossed in getting technical information across that we forget that the people with whom we work are individuals—that they have different standards, and that they live in many varied situations."

## WHERE WE ARE . . .

### Figuring It Out

#### NUMBERS ON THE INCREASE

Nearly 7 million families are influenced by Extension which is  
 $\frac{1}{4}$  million more than in the last report  
 $\frac{2}{3}$  of the farm families  
 $2\frac{1}{2}$  million nonfarm families  
adopted one or more improved practices for farming or homemaking as a result of cooperative extension work.

#### NONFARM FAMILIES FORMED . . .

24 percent of the 4,600,000 families changing agricultural practices  
43 percent of the 3,500,000 families changing homemaking practices

#### HOW IT WAS DONE

20 million personal contacts in farm visits, office and telephone calls  
70 million attended extension meetings (about the same average as the last 4 years—30 million more than in 1943)  
1,216,867 local leaders (nearly 43,000 more—57 percent women, 36 percent men, 7 percent older boys and girls)  
publications, radio, news, visual aids and letters.

#### WORK LOAD OF AVERAGE AGENT

The nearly 4,900 county agricultural agents and assistants averaged 513 visits to 292 of the 1,100 farms per agent; held 145 meetings  
released 105 educational news stories  
22 radio programs  
1,200 office calls and equal number of telephone calls.

#### HE SPENT HIS TIME THIS WAY

$\frac{2}{3}$  of the time was devoted to helping adults  
 $\frac{1}{3}$  to 4-H Club work  
 $\frac{1}{3}$  of their time was in the office  
 $\frac{2}{3}$  of their time was in the field  
An average agent helped to train and worked with about 100 voluntary leaders who lead the agriculture, homemaking, and 4-H Clubs in their communities.  
The workload of the 3,444 county home demonstration agents was very similar.



Have you  
read . . .



## THE IMPORTANCE OF UNDERSTANDING PEOPLE

EUNICE HEYWOOD, Field Agent, Extension Service  
GLENN C. DILDINE, National 4-H Club Foundation

WE, and our fellow humans, are our own most fascinating subjects for study. What is this "human nature" we take so much for granted? What blends the delicately masterful chemistry of our gene enzymes with the subtle pervasive coercion of our learned ways of bringing up children, so that our children grow up to become so nearly the kind of adults we are? Yet, sharing so much of ourselves, why are each of them so self-different, such unique variations on the universal human theme?

"Know thyself! Know each other!" Here we sense a genie with an "Open Sesame" to warm human give and take, to rich rewarding living with ourselves and our fellows. In our lifetime, we are awakening to the near-magic in the words, "The proper study of mankind is man."

But if we are at all sensitive, at all knowing, we have seen that here is no simple genie, to be casually beckoned according to our whims and drifting curiosity. This genie takes watchful rearing. He is to be built into our consciousness through painstaking, sympathetic study and analysis of our own ideas and feelings and actions, together with those of the children and adults with whom we live and work. We will burn his lamp over the explanatory discoveries of the whole breadth of sciences bearing on human growth and behavior. And sometime, in a blinding flash, we will discover his true nature, his permanent home. Like all spirits, his flesh is a myth born of our own inner hopes and fears, our wishes and our driving

needs; but his expanding spirit and his power-freeing knowing are in and of our own selves, learnable human capacities greater than any magic we had wishfully tried to tame.

This brings us back to solid ground. We begin to realize that we can help ourselves and others build our genie into our own knowledge and attitudes, our own skill and understanding—through the proper study of man. We will find dozens of understandable, dependable reports of research, all very tangible moon mist to call out the now-familiar genie we are growing in ourselves. We will realize that studying these reports is only one ingredient; it must be deftly remolded by alchemy of direct observation and analysis of individual living people. We need to learn to relate our growing knowledge about *people in general*, to understanding and working with *unique individuals* who are striving to be effective in unique surroundings.

Our reading will help us build our own genie if we can learn to apply our general information toward solving our everyday questions of relations with our fellows. In this short page we hope only to tempt our innate hunger for knowing, to suggest a way to make this hunger work for our own growth. Here are two meaty dishes to whet a growing appetite.

**ON BEING HUMAN.** Montagu. Schumann. New York, 1950. 122 pp.

• Montagu asks several fundamental questions: What is man's true nature? Are humans by nature as

fiercely, self-centeredly competitive as our Western tradition would have us believe? Is "an eye for an eye," the final and complete answers to living nature and therefore to human relations?

In seeking a fitting answer, he examines the research evidence supporting the other viewpoint, the viewpoint that all living things are driven to action by "the social appetite," the urge to cooperate. He finds evidence that this cooperative drive is by nature often stronger and more fundamental than the selfish urges. Embryology and physiology and animal sociology all support the naturalness and power of the need for mutual help, between cells within individuals, and between individuals in societies. This need must be adequately met and fully expressed if individual living things are to develop properly toward their total capacities. Even the processes of natural selection and survival of species in the grand panorama of emerging life proved to depend more on mutual aid and support than on antagonism and self-seeking at the expense of others.

Scientific evidence for the Christian faith upon which our democracy rests! Montagu documents his conclusions with a wealth of studies on living things. He then extends the thesis to human nature, showing that love and support are basic needs and drives in people too. Infants do not grow well and may even die without adequate mothering. With too little acceptance and warmth from their families, children grow up insecure, hesitant or aggressive, psychologically warped and socially ineffective. Unless an individual grows up in a group with sufficient mutual support and concern for each other he becomes mentally and emotionally disorganized. In terms of this evidence and this thesis, Montagu now explores some crucial aspects of modern living, raising some serious questions about the health of our society. He ends by discussing the need for a fourth "R" in education of humans, the "R" of human relations.

This book inevitably arouses strong, often mixed feelings, for it challenges some of our fondest ideas



about people and how they should be brought up. Whatever our individual reactions may be, we will probably agree with the New York Times reviewer: "ON BEING HUMAN is an uncommonly challenging invitation to wake up and live."

**EDUCATION FOR WHAT IS REAL.** Kelley. Harpers, New York. 1947. 114 pp.

• The nature of perception and its relation to learning is the subject of Dr. Kelley's thought provoking book. It is a report on certain findings of the Hanover Institute and their importance to education.

As John Dewey points out in the Foreword, here for the first time is an "experimental demonstration of the principles which govern the development of perceiving, principles which are found, moreover, to operate more deeply in the growth of human beings in their distinctively human capacity than any which have previously been laid bare."

Dr. Kelley points out that as we gain deeper insight into the nature of perception certain facts stand out. "Our perceptions do not come simply from the objects around us, but from our past experience as functioning purposive organisms." Since no two persons have the same experiential background, we do not perceive alike; "we have no common world." Each individual acts on the basis of his perception and in accordance with his purpose in life.

While we may learn from others we learn only those things which fit into our experience and purpose. If perceptions are directives for action, then educational experiences must have real meaning for the individual in the light of his experience and purpose else no learning takes place. Thus planning becomes an essential part of the learning process since it involves the purposes of the learner. "Subject matter is the vehicle for learning, but the details of subject matter must be those for which the learner can find functional use in his concrete world."

We find in this book further encouragement that man may live peaceably with others in a social world even though his perceptions vary according to his particular background of experience.

## LETTERS FROM READERS

IT WAS my privilege to attend the National Citizenship Conference as a representative of 4-H with four youth delegates. The theme was "What Price Freedom," and the conference was sponsored jointly by the United States Department of Justice and the National Education Association. It was attended by many different organizations, including Boy Scouts, Girl Scouts, Camp Fire Girls, Junior Red Cross, Citizenship Department of the American Legion, General Federation of Women's Clubs, the Cooperative Leagues of the U.S.A., and others.

We were impressed by the size and good organization of the conference. The major work was done in discussion group sessions. Here we met our first disappointment, because the groups were dominated by the school administrators so that the youth representatives and those working on citizenship programs outside the school had little to contribute or to get from the discussions. There were a fairly large number of youth in attendance, and if they could have had separate discussion groups, the conference would have been more profitable to us.

There were two inspiring sessions—one was the Court session when citizens from Great Britain, Germany, France, Canada, Italy, Greece, China, Poland, Austria, and the Philippines took the oath of allegiance and were granted United States citizenship. The second impressive program was the youth program when four national prize speaking contest winners gave their talks on the topics; "I Speak for Democracy" and "The Enduring Powers of the Constitution." They were the most inspiring talks given by youths that I have ever heard!

The findings or recommendations of our extension group were:

1. We favor participation in this annual citizenship conference but urge that the planning committee for the youth and the youth serving agencies to have discussion groups by themselves.

2. We believe Extension can and should do more than we are doing about Citizenship programs for both youths and adults.

(a) This should begin in the junior 4-H Clubs, continue among the senior members and be climaxed by "new voter ceremonies."

(b) Young adults can well discuss local government and become more active in the political life of their town, county, and State.

3. More attention and recognition can be given citizenship activities in the 4-H Club program at all age levels.

Incidentally there is a National Committee of our Extension 4-H Subcommittee that is planning to do something about these findings during the coming year. If anyone reading this statement has suggestions or ideas about programs in citizenship for 4-H Club members and young adults, we will be glad to hear from you.—C. B. Wadleigh, State Club Leader, New Hampshire.

A TRIBUTE to the significance of the demonstration method of education, first initiated by Dr. Seaman A. Knapp 50 years ago, came to me recently in the following letter from Dr. H. Rheinwald of Stuttgart, Germany:

"This idea of self-responsible cooperation by farmers and farmers' women has found the best reverberation here. Today for the whole country there is a committee for extension of leading farmers and farm women, the same applies to every Kreis (county) and every village. And these committees not only conveyed to the farmers and the farmers' women working there the impression that they themselves have the possibility to decide on their affairs, but these committees have also caused a different and more positive attitude towards Extension with all farmers and farm women."

—James F. Keim, Agricultural Extension Specialist, Pennsylvania.



**I**F OVERWEIGHT is a problem in your county, organize a half-a-ton club. Of course, you could even call it a "Fat Ladies Club." We did it in Kittitas County, Wash.

Maybe the laughs we got out of that appellation got us off to a good start. It was good enough, anyway, to keep 22 women hard at the task of counting calories daily for 4 months, and meeting weekly in a group for 1 hour to compare notes.

Results were a quarter of a ton of weight lost in a quarter of a year, and continued dieting by all hands to date. Two of the members of the club started a group in their community. Another club has just started. The enrollment was so large the group had to be divided into two clubs. Still another is being organized in January.

I must admit that our Fat Ladies Club was no overnight development. Buildup began a whole year before the first official meeting.

A film on diet got the ball rolling. The movie, "Weight Reduction Through Diet," was a program feature of a meeting of the county home economics council. The purpose in showing the film was to inform the women of new research in diets.

Throughout the intervening year, however, I tried to keep their interest alive. We had frequent news articles and radio talks on overweight as a health hazard and on new developments in diets.

My own interest in diets and reducing made this part fairly easy for me. An overweight, I mean fat lady, myself, I was just naturally interested in new research findings on painless ways to diet.

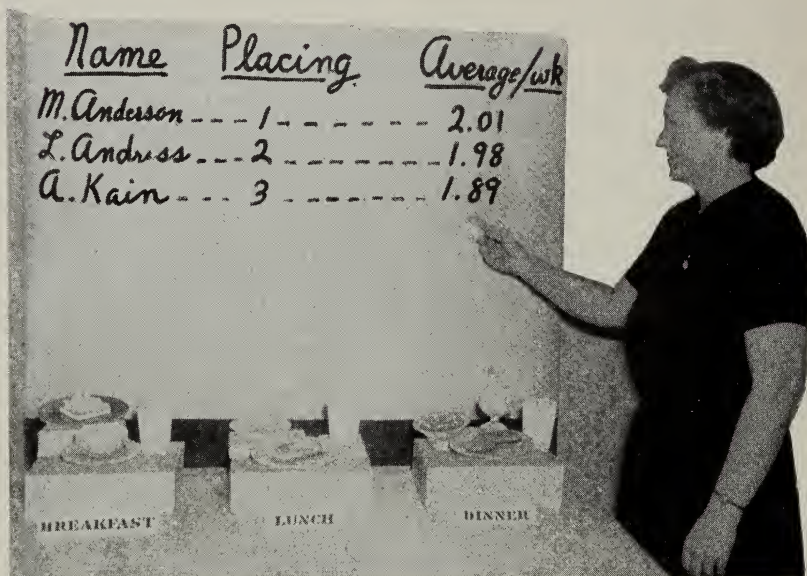
Clamor for a special diet club was pretty loud by the time we had our next yearly planning meeting. The "Special Diet Club" was the first item chosen for program suggestions. When the suggested list of study was circulated to clubs throughout the county, the response was again enthusiastic. Registration cards of women interested in attending the kick-off meeting were returned promptly.

That was especially encouraging since we had specified a few requirements for admission to the club. These included approval of the diet by their family doctor, time to at-

# Dieting is Fun

EVELYN BOGGS RAPP

Home Demonstration Agent, Kittitas County, Wash.



Mrs. Fred Kain points to her rating. A leader in the original group, she has now started a class in her own community.

tend a 1-hour weekly meeting for 18 weeks, and most important, admission of overweight and an expressed belief they could reduce and maintain normal weight.

At the kickoff meeting were 25 women of various ages. The film, "Weight Reduction Through Diet" was shown again with the local dairy council representative present. Photographs were taken of the women, and their height and weight recorded. These figures were recorded on individual graphs. Project rules were laid down. These included obtaining medical approval and talking with the doctor about the amount of weight to be lost.

Incidentally, at that first meeting, an amusing incident gave us our first title. We'd carefully avoided the use of the word "fat" and used every synonym in the book. As our signed-up members drifted in self-consciously, eyeing each other's girth, a jovial voice boomed from the ad-

joining room, "Where do the fat ladies meet?"

That did it! One of our members had said it, and all of us were glad. From then on we called ourselves the "Fat Ladies Club." The name got around the county on a refreshing wave of laughter that spread interest in our success far and wide. The whole town began talking about the Fat Ladies Club. Then when we set our goal to lose, collectively, 1,000 pounds, my husband gave us the other name—the "Half-a-Ton Club." The good humor is a basic essential. And it's possible with such an easy diet to follow.

When news of the fun we were having got noised around, the waiting list grew for an additional Fat Ladies Club. A new club just organized is the result.

A blackboard was used where the average loss of weight for each woman was recorded and her name



placed in rotation. This was changed each week as the averages changed. Cards, too, were sent to the women about meetings, addressed "Dear F.L.C. (Fat Ladies Club) member." We kept a notebook containing up-to-date records on graph paper for each member, entries being made with each weigh-in. The pounds lost were added and newspaper articles and radio publicized the accomplishments of the group. The weekly weighing-in was usually a gala occasion with well-wishers applauding our success or deploring our failures.

The first two weeks we recorded regular daily diets and the rate of gain. Then we cut down our calories, using the Michigan State College scientific diet. It included a large amount of protein, moderate amount of fat, and little starch and carbohydrates.

Two ladies, eager to speed up their weight losses, decided to do without the half ounce of butter each meal. I tried it with them to learn the effects first hand. I found myself getting terribly hungry and overtired about an hour before each meal. The women admitted the same symptoms. So, this proved the reason for the butter in the diet—slowed down the digestive processes.

We also found that we stuck to our calorie count much closer if we added the calorie score of each meal. All of us developed the habit of keeping a small tablet or score pad at the dining table.

All of us found that our eating habits were changing with our waistlines. The yen for sweets and starches was disappearing after weeks on the controlled diet.

That changing taste, of course, is the real key to successful dieting. Another point in favor of the diet was that our diet fitted into the pattern of family eating, too. We didn't have to fix two meals, one only for us, and one for the family. So our fare was selected from the family meal on a calorie count.

Before long, we also found our club was influencing desserts served for refreshments at club meetings.

Then as the weight began to slip off, the trimmed curves brought compliments from husbands and neighbors, and requests blossomed

for grooming helps and hints. So help along this line was given through programs at the regular meetings.

We covered a variety of related subjects during the months on diet. Among the first was a talk by the district health officer on "The Hazards of Overweight." Then followed good grooming, which included hand care, makeup, hair styling, and a talk on foundation garments.

Some of the programs required demonstrations. And the "gal" at the top of the list in average weight lost per week got to be the subject for the hair styling, makeup, or

other demonstrations.

Meetings were never a problem. And no one person ever missed the two consecutive meetings which would cancel their "meat cutter's union card." The members came early so they would have more time to swap experiences.

The final meeting after the 4-month period was a luncheon consisting of raw vegetables, cottage cheese, milk, and coffee. After the luncheon each woman was "mugged" for a rogue's aftershot.

The dieting continues, and meetings—but only on a monthly basis for this veteran crew.

## Youth Clubs in Thailand



An extra large and extra fine vegetable garden is proudly displayed to Carl W. Leveau, agricultural officer by a 4-H Club girl. Eighty-six members of the Bang Pa Kong Club of which she is a member are growing vegetables such as Hawaiian sweet corn, golden bantam corn, eggplant, okra, string beans, and sunflowers.

**F**IVE YOUTH clubs on the 4-H model were ready with some achievements to show the agricultural officer, Carl W. Leveau, when he visited their projects last fall. Four clubs were organized last March with the Special Technical Economic Mission furnishing garden tools and fertilizer to get started. The Department of Agriculture furnished seed. Since that time, as members were considered ready, pullets, cockerels, pigs, and tilapia fingerlings were

furnished by the Ministry of Agriculture.

"It is an amazing operation and to be highly commended," said the visiting agriculture officer who found everything neat with animals in a healthy state. In fact, he recommended that they be organized nationally. He planned to meet with the Directors-General of the Department of Agriculture and the Department of Livestock Development to consider the matter.



## ***The Situation Changes in Agriculture***

*(Continued from page 12)*

very significantly. With these high capital investments and cash operating costs, farmers are faced with much greater financial risks than formerly. Good farm business management, more careful financial and credit planning, more thoughtful and thorough farm and home planning are essential, and will continue to be essential, if farm businesses are to be maintained on a safe and productive basis.

Increased mechanization and greater reliance on mechanical power add to investment requirements and cash operating costs. They also create a need for more careful selection and utilization of such equipment, modify labor requirements, and in some instances call for major adjustments in farm plans to make ownership and use of such equipment practical.

Even though there is great need for additional research on numerous farm problems, science has been making rapid strides and has been revealing many new scientific practices which farmers need to interpret and apply to their farming operations. Such research information, with direct application, includes new data on fertilization of crops, improved varieties, insect and disease controls, more productive pasture management, improved strains of livestock (including hybrids), better breeding methods, and use of antibiotics in livestock feeding.

Paralleling these production and management problems, and many more that might be listed, is the need for more attention to the efficient marketing of the products from the farm. Much progress has been made in this area, but not proportionately with the increase in production efficiency which has taken place over the past decade.

Overriding the immediate problems of American farmers are numerous matters of public policy related to the welfare of agriculture in which farmers are directly concerned and with relation to which they should have objective factual information. For example, farmers

need to participate effectively in shaping public policy with respect to such important matters as adjustment programs, price policies, foreign trade policies, and the like. Agriculture's welfare and the welfare of individual farm families are influenced by the nature of decisions made regarding such matters.

It is evident that the complexities of modern-day agriculture pose a challenge to all extension workers to keep alert to major trends of long-time significance and to adjust their programs and services accordingly.

## ***The Situation Changes in the Home***

*(Continued from page 12)*

pondering improvement in family living. Human relations have lagged behind material ones.

It is important to make available the results of research in the field of human development and relationships and to demonstrate how knowledge in this field can be used to strengthen the programs for improved family living. As the homemaker has gained more leisure, she has had the problem of employing this to the best advantage in her relationship with her family and in her community.

Increased emphasis on marketing is bringing new programs. Missouri, for example, carried on a poultry-marketing project with 350,000 consumers and more than 700 retailers—providing new information on the marketing, selection, and use of poultry products. Although the assistance we give in the field of food marketing is of particular help to both farm and nonfarm families, we need to give further attention to the expansion of consumer education in other fields.

Enrollment in home demonstration work in 1952 reached an alltime high of 1,432,763. Through such membership, county home demonstration agents were enabled to extend their teachings "intensively" into these nearly a million and a half homes. More important still was the leadership that each of these women demonstrated back in her own neighborhood in passing on the information

she received. An outstanding achievement is the contribution which 550,000 trained local leaders have made in their clubs and in their communities.

Group leadership and group discussion leading to group decision is essential to the American way of life. The leader-training program serves not only to provide a means of carrying on educational work but it provides one of the soundest ways yet devised to help people learn to work together through the democratic processes. In our enthusiasm for group work and for the great possibilities of extending our teaching through the use of mass media, we need also to reflect on the need which many families have for technical and personal counsel of a more specific nature when they undertake the processes of management and decision-making that underlie major changes for the farm or in the home.

## ***The Situation Changes with Youth***

*(Continued from page 13)*

marketing, and consumer preferences. The growing of a good calf or the making of a useful and becoming dress is still fundamental, but of even greater concern to extension workers is the boy at the end of the rope or the girl sitting at the sewing machine. And this will apply to the youngster on a half acre in the suburbs as well as the one at the head of the creek.

Secondly, the changing pattern of school administrative units has created a new need and an opportunity for Extension in farm areas. Much of the resistance to school consolidation came from sincere parents who regretted to see the school disappear as a social unit from their community. There were some values in that one-room school not measured in formal educational terms. As extension workers, are we alert to see than an up-and-coming community 4-H Club with local volunteer leadership, parent interest, and cooperation can step into the gap created when the school moves out?

We hasten to add that schools have through a long process of full con-



sideration and public support moved to consolidation, and rightly so. We must always remember our three basic social units for youth improvement are the family, the school, and the church.

Third, when we focus our "new look" lens on young people, we find that their growth and development is by stages. We begin to ask, should our 4-H program recognize these stages or levels of growth and personality development? Is it realistic to expect a 10-year-old and a "sophisticated 17" to enjoy the same menus served in our "4-H Club educational cafeteria?" Will they re-enroll in 4-H Club work year after year for the same experiences?

Our average tenure of 4-H enrollments is currently between 2½ and 3 years—a very good record, comparatively, among national youth programs. At one time or another, we reach about two-thirds of the boys and girls in rural areas. But at this moment, our 2,016,000 enrollment accounts for only about 20 percent of the boys and girls available.

Better and more attractive programs, geared to the interest and development levels of the youth we serve, are the keystone to future progress and expansion.

Fourth, we need to examine our methods of organizing and conducting 4-H Club work. Do we see ourselves as leaders of youth? Or do we squarely approach the more significant job of bringing leadership, facts, and inspiration to the leaders of youth? Volunteer leaders and parents who live in the community and know the local needs and situations are the best leaders of 4-H Clubs. It is their program—not ours. We will do well to serve their needs for training with ideas, facts, literature, and inspiration. Especially, we must help the new leaders and "first-year parents." The local club must belong to them, not us.

And most difficult of all, we must yearn to receive our own personal satisfactions out of watching leaders and parents help youth to help themselves. It is difficult but rewarding for the true extension worker to stand aside and applaud as the volunteer leader or parent receives the warm appreciation of youth who are helped to see and enjoy the light.

## Public Affairs Education Grows

A MAJOR area in which farm people are calling on extension agents for more help is the broad field of public affairs education.

The farmer is no longer self-sufficient either in production or in the conduct of his farm business affairs. All segments of our economy are closely related. A growing urban population looks to agriculture for food and fibre. Agriculture depends on a high level of national income and full employment to provide an effective outlet for farm products.

Well understood, soundly developed public policies can do much to promote good balance within agriculture, and contribute greatly to sound and mutually advantageous relationships between agriculture, business, labor, and Government at all levels.

For a number of years the Extension Service has been doing educational work to help farm people get the facts and understand public affairs issues affecting their welfare. Generally this kind of educational work includes careful statement of the problem over which the issue arises, listing the various courses of public action that might be taken, and exploration of the likely results of each possible course of action.

Many of the issues dealt with in this way in the earlier years were of a local nature, but required group action. In more recent years this kind of educational work has been undertaken increasingly with regard to national and international issues. Farm price support and production control policies, foreign trade and aid to foreign countries, taxation and public finance, proposals for stabilizing the general price level, and social security—just to name a few—have been receiving more attention in recent years.

In 1953 many State extension workers received requests from general farm organizations, and other groups for assistance in connection

with discussions of timely policy issues, including those concerned with farm stability and improvement, production and marketing adjustments, conservation and improvement of farm resources, the capital needs of agriculture, foreign trade, and assistance to foreign countries. The State extension services were called upon, as a result of these requests, to prepare discussion outlines, assemble information, and make suggestions to the farm organizations in regard to planning and conducting the discussion meetings.

Other public policies, such as foreign trade and Government aid programs, taxation and public finance, stabilizing the national economy, social security, and old-age assistance likewise are of vital concern.

That farm people should take the initiative in developing programs and policies to meet their needs has always been a major extension concept. When people understand the penalties and advantages of alternative lines of action they will make choices which will be in the best interest of the Nation as a whole.

Because of this and growing demands from farm groups and individuals, extension work in public affairs education expanded in 1953 and bids to expand further in 1954.

- Azalea House, cooperative dormitory for women at Oregon State College, was dedicated October 18.

Representatives of Oregon's 15,000 extension unit members, who for 7 years have been raising money to finance the house, presented the handsome new building to college officials.

- Mary Harris, former home demonstration agent in Randolph County, N.C., is studying at Cornell University on a \$2,000 Farm Foundation scholarship, doing graduate work in extension and teaching methods.

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# ***To Do a Better Job . . .***

## **We Extension Workers Need To**



better understand human relations and to improve our techniques of working with folks.



take a new look at the farm family and become fully aware of the whole farm concept.



realize more fully what off-the-farm influences mean to our agriculture, and to strengthen our programs in marketing and public affairs.

**Administrator, Federal Extension Service**